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**A STUDY ON THE RELATIONSHIP BETWEEN SERVICE QUALITY AND
CUSTOMER SATISFACTION AMONG SPORT CENTER USERS IN UNIVERSITY
UTARA MALAYSIA**



MASTER OF SCIENCE (MANAGEMENT)

UNIVERSITI UTARA MALAYSIA

DISEMBER 2018

A STUDY ON THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER
SATISFACTION AMONG SPORT CENTER USERS IN UNIVERSITY UTARA MALAYSIA

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UUM
Universiti Utara Malaysia

Thesis Submitted to

School of Business Management

Universiti Utara Malaysia

In Partial Fulfillment of the Requirement for the Master Sciences

(Management)

DECLARATION

This declaration is to clarify that all of the submitted contents of this thesis are original in its stature, excluding those, which have been, acknowledge specifically in the references. All the work process involved is from my own idea and work. However, it is recognized that there are quotes, literature, explanation and some other information related to the study are taken and referred to by the authors of previous studies, All of the content of this thesis has been submitted as part of, partial fulfillment of Master of Science in Management Program. I hereby declare that this thesis project is the work of my own excluded for the references document and summaries that have been acknowledged.



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ABSTRACT

The purpose of this study is to study the relationship between service quality and customer satisfaction among the users of the Sports Center in University Utara Malaysia. The respondents of this study are the UUM students who are using the services in the Sports Center. The factors investigated in this study are five dimensions of service quality which is tangible, responsiveness, reliability, assurance and empathy. Thus, the objectives of this research paper are: (a) To investigate the relationship between tangibility and the student's satisfaction. (b) To identify the relationship between reliability and the student's satisfaction. (c) To determine the relationship between responsiveness and the student's satisfaction. (d) To examine the relationship between assurance and the student's satisfaction. (e) To identify the relationship between empathy and the student's satisfaction. (f) To determine the relationship between overall service quality and the student's satisfaction. In this study, the quantitative method was implemented. 1138 students as the population and 297 students are chosen as a sample size. In assessing the relationship between variables, a total of 297 questionnaires were distributed and analyzed using SPSS 24.0 to produce an accurate finding. Correlation analyses were used to answer the research hypothesis. The findings of the research proves that service quality is significantly related to the student's satisfaction. This study clearly illustrate that tangibility and empathy have the most influence towards increasing the student's satisfaction. This study also contributes to a new scope of research in the business field and discusses the implications, recommendations for future research and a summary of the study as well.

Keywords: service quality, student's satisfaction, UUM Sport Center.

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji hubungan antara kualiti perkhidmatan dan kepuasan pelanggan di kalangan Pusat Sukan UUM. Responden kajian ini adalah pelajar UUM yang menggunakan perkhidmatan di Pusat Sukan. Faktor-faktor yang dikaji dalam kajian ini adalah lima dimensi kualiti perkhidmatan yang ketara, responsif, kebolehpercayaan, jaminan dan empati. Oleh itu, objektif kertas penyelidikan ini adalah: (a) Menyiasat hubungan antara ketangkasan dan kepuasan pelajar. (b) Untuk mengenal pasti hubungan antara kebolehpercayaan dan kepuasan pelajar. (c) Untuk menentukan hubungan antara respons dan kepuasan pelajar. (d) Untuk mengkaji hubungan antara jaminan dan kepuasan pelajar. (e) Untuk mengenal pasti hubungan antara empati dan kepuasan pelajar. (f) Untuk menentukan hubungan antara kualiti perkhidmatan secara keseluruhan dan kepuasan pelajar. Dalam kajian ini, kaedah kuantitatif telah dilaksanakan. 1138 pelajar sebagai populasi dan 297 pelajar dipilih sebagai saiz sampel. Dalam menilai hubungan antara pembolehubah, sejumlah 297 soal selidik diedarkan dan dianalisis menggunakan SPSS 24.0 untuk menghasilkan penemuan yang tepat. Analisis korelasi telah digunakan untuk menjawab hipotesis penyelidikan. Penemuan penyelidikan mendapati bahawa kualiti perkhidmatan sangat berkaitan dengan kepuasan pelajar. Kajian ini dengan jelas menunjukkan bahawa ketara dan empati adalah pengaruh yang paling terhadap peningkatan kepuasan pelajar. Kajian ini juga menyumbang kepada bidang penyelidikan baru dalam bidang perniagaan dan membincangkan implikasi, cadangan untuk penyelidikan masa depan dan ringkasan kajian.

Kata kunci: kualiti perkhidmatan, kepuasan pelajar, Pusat Sukan UUM.

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" In the name of Allah, Most Gracious, Most Merciful"

Praised to the God Almighty, for the blessing given to me to complete this study and the research paper. This research paper is the result of continuous, determination, effort and support from many individuals.

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LIST OF ABBREVIATIONS

UUM	Universiti Utara Malaysia
SPSS	Statistical Procedure for Social Science
NCSI	National Customer Satisfaction Index.
MASUM	Malaysian University Sports Council
SUKIPT	Sukan Institut Pengajian Tinggi
COB	College of Business
CAS	College of Art and Science
COLGIS	College of Law, Government and International Studies



CHAPTER 1

INTRODUCTION

1.0 Introduction

In this chapter, the researcher will begin with the discussion on the background of the study and problem statement which highlights the issue that is related to the topic. Then, proceeds with the research question and the research objective to determine the researcher's expectation on to achieve in the study. Next, the significance of the study, which divided into two, which are the theoretical contribution and practical contribution that will be discussed. It follows with the scope and limitations, definition of terms, and the organization of the study.

1.1 Background of the Study

Customer satisfaction is the key to measure how the products or services by the company either surpassed or met the customer's expectation. According to Pizam and Ellis (1999) mentioned that customer satisfaction involves psychological notion which includes the feeling of ease and contentment that derive from obtaining what one hopes and expects (as cited in Ganiyu., 2017). Besides that, it relates to the performance of the company and can be used as a differentiator in the competitive marketplace. Furthermore, customer satisfaction can be defined as the customer's expectations, meet the parameters associated with satisfaction (Adamu. M, 2017). Therefore, customer satisfaction is crucial to secure

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APPENDIX A



UNIVERSITY UTARA MALAYSIA

06010 SINTOK

KEDAH DARUL AMAN, MALAYSIA

QUESTIONNAIRES

**A STUDY ON THE RELATIONSHIP BETWEEN SERVICE QUALITY AND
CUSTOMER SATISFACTION AMONG SPORT CENTER USER IN
UNIVERSITY UTARA MALAYSIA**

I'm a final semester student of Master of Science (Management), College of Business, Universiti Utara Malaysia. I would like to invite you to participate in a survey. This survey is undertaken for academic purpose and part of my graduation. I really hope that you will spend your time to participate in this study by completing all the attached questionnaire. The questionnaire will be collected after two week given. Thank you for your cooperation.

Sincerely,

NUR FATIHAH BT HUSIN (822402)

Master of Science (Management)

COB, UUM

Section 1: Personal Information

INSTRUCTION: Please tick the following questions in the box based on your personal information.

1. GENDER:

☐

a. Male

☐

b. Female

5. COLLEGE:

a.

☐

COB

b.

☐

CAS

c.

☐

COLGIS

2. AGE:

a.

☐

19- 22

b.

☐

23-26

c.

☐

27-30

d.

☐

30 and above

6. SEMESTER:

a.

☐

One

b.

☐

Two

c.

☐

Three

d.

☐

Four

e.

☐

Five

f.

☐

Six and above

3. RACE:

a.

☐

Malay

b.

☐

Chinese

c.

☐

Indian

d.

☐

Others

7. NATIONALITY:

a.

☐

Local

b.

☐

International

4) Type of Sport that you play?

SECTION 2: SERVICE QUALITY

The following statements relate to your feeling about the UUM sport center services. Each of the statements was accompanied by 7 points of the scale, from "Strongly disagree" (1) and "Strongly Agree" (7). Please circle the appropriate answer.

<i>Strongly disagree</i> (1)	<i>Disagree</i> (2)	<i>Relatively Disagree</i> (3)	<i>Neutral</i> (4)	<i>Relatively agree</i> (5)	<i>Agree</i> (6)	<i>Strongly Agree</i> (7)
---------------------------------	------------------------	-----------------------------------	-----------------------	--------------------------------	---------------------	------------------------------

1. Equipments used by UUM's sport center are up to date	1	2	3	4	5	6	7
2. The physical facilities at the sport center are usually appealing	1	2	3	4	5	6	7
3. The appearance of the physical facilities of sport center is in keeping with the type of service provided	1	2	3	4	5	6	7
4. Employees at the sport center are always look tidy and well dressed	1	2	3	4	5	6	7

1. Employees of the UUM sport center provide their services at the time they promise to do	1	2	3	4	5	6	7
2. The UUM sport center provides accurate information and services as they promised	1	2	3	4	5	6	7
3. Employees of the UUM sport center is dependable.	1	2	3	4	5	6	7
4. the employee do what they promise to do	1	2	3	4	5	6	7
5. the employee of the sport center keep the accurate record in order to serve the best services	1	2	3	4	5	6	7

1. Employees of the sport center are never too busy to respond to me	1	2	3	4	5	6	7
2. Sport center's employee is willing to help me	1	2	3	4	5	6	7
3. Employees of the sport center will inform me exactly when services will be performed	1	2	3	4	5	6	7
4. Employees of sport center give prompt service to me	1	2	3	4	5	6	7

1. The employees of the sport center can be trusted	1	2	3	4	5	6	7
2. The employees have the knowledge to answer students' questions	1	2	3	4	5	6	7
3. Employees of the sport center are polite	1	2	3	4	5	6	7
4. The students feel safe in making any transactions with sport center's employee	1	2	3	4	5	6	7

1. The sport center has operating hours convenient for me	1	2	3	4	5	6	7
2. The employer of the sport center understands my specific needs	1	2	3	4	5	6	7
3. Sport center's employee gives me personal attention	1	2	3	4	5	6	7
4. Employee in the sport center value, respect and individual attention	1	2	3	4	5	6	7

SECTION 3: STUDENT'S SATISFACTION

Use scale to respond to each of the following satisfaction statements

1. I am satisfied with the overall services provided by UUM	1	2	3	4	5	6	7
2. I am satisfied with the way I was treated in by UUM employees	1	2	3	4	5	6	7
3. I am satisfied with the information or services I got from the employee of UUM	1	2	3	4	5	6	7

	Never	Not	Not partially	Undecided	Yes partially	Yes	Always
4. I think the services meets the information sharing needs between the sport center.	1	2	3	4	5	6	7
5. I am satisfied with the overall services often.	1	2	3	4	5	6	7

Thank you for your cooperation and have a nice day!

APPENDIX B

RELIABILITY TEST FOR PILOT TEST

1) TANGIBLE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.833	4

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
4.842	4.467	5.433	.967	1.216	.190	4
1.870	1.357	2.464	1.107	1.815	.238	4

2) RESPONSIVENESS

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.916	.916	5

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.560	5.500	5.600	.100	1.018	.002	5
1.150	1.017	1.289	.271	1.267	.016	5

3) RELIABILITY

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.803	4

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.629	5.414	5.759	.345	1.064	.024	4
1.151	.833	1.323	.490	1.589	.049	4

4) ASSURANCE



Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.915	4

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.733	5.600	5.933	.333	1.060	.020	4
.876	.616	1.114	.498	1.808	.051	4

5) EMPATHY

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.914	.916	4

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.525	5.267	5.633	.367	1.070	.030	4
1.562	1.352	1.926	.575	1.425	.063	4

6) STUDENT SATISFACTION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	.920	5

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.667	5.500	5.800	.300	1.055	.019	5
1.303	.948	1.444	.495	1.522	.041	5

APPENDIX C

RELIABILITY TEST FOR REAL TEST

1) TANGIBLE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.838	4

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
4.856	4.483	5.433	.950	1.212	.177	4
1.713	1.475	2.000	.525	1.356	.053	4

2) RESPONSIVENESS

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.886	.886	5

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.318	5.308	5.333	.025	1.005	.000	5
1.140	1.048	1.307	.260	1.248	.013	5

3) RELIABILITY

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.821	4

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.379	5.233	5.525	.292	1.056	.018	4
1.064	1.023	1.142	.120	1.117	.003	4

4) ASSURANCE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.838	.838	4

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.523	5.450	5.558	.108	1.020	.002	4
.968	.922	1.007	.085	1.093	.001	4

5) EMPATHY

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.874	.874	4

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.356	5.133	5.483	.350	1.068	.025	4
1.115	1.053	1.209	.156	1.148	.004	4

6) STUDENT SATISFACTION

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.869	.874	5

Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
5.440	5.242	5.650	.408	1.078	.024	5
1.066	.734	1.429	.695	1.947	.070	5

APPENDIX D

DESCRIPTIVE STATISTIC

(DEMOGRAPHIC BACKGROUND)

1) GENDER

GENDER				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALE	68	56.7	56.7	56.7
FEMALE	52	43.3	43.3	100.0
Total	120	100.0	100.0	

2) AGE

AGE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 19-22	76	63.3	63.3	63.3
23-26	28	23.3	23.3	86.7
27-29	13	10.8	10.8	97.5
30 AND ABOVE	3	2.5	2.5	100.0
Total	120	100.0	100.0	

3) RACE

RACE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALAY	62	51.7	51.7	51.7
CHINESE	43	35.8	35.8	87.5
INDIAN	8	6.7	6.7	94.2
OTHERS	7	5.8	5.8	100.0
Total	120	100.0	100.0	

4) TYPE OF SPORT THAT YOU PLAY?

Type of sport that you play?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid INDOOR	77	64.2	64.2	64.2
OUTDOOR	43	35.8	35.8	100.0
Total	120	100.0	100.0	

5) COLLEGE

COLLEGE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid COB	54	45.0	45.0	45.0
CAS	30	25.0	25.0	70.0
COLGIS	36	30.0	30.0	100.0
Total	120	100.0	100.0	

6) SEMESTER

SEMESTER				
	Frequency	Percent	Valid Percent	Cumulative Percent
ONE	17	14.2	14.2	14.2
TWO	9	7.5	7.5	21.7
THREE	33	27.5	27.5	49.2
Valid FOUR	12	10.0	10.0	59.2
FIVE	21	17.5	17.5	76.7
SIX AND ABOVE	28	23.3	23.3	100.0
Total	120	100.0	100.0	

7) NATIONALITY

NATIONALITY				
	Frequency	Percent	Valid Percent	Cumulative Percent
LOCAL	103	85.8	85.8	85.8
Valid INTERNATIONAL	17	14.2	14.2	100.0
Total	120	100.0	100.0	

APPENDIX E

DESCRIPTIVE ANALYSIS

1) TANGIBLE

Descriptive Statistics			
	N	Mean	Std. Deviation
TANGIBLE1	120	4.48	1.414
TANGIBLE2	120	4.62	1.336
TANGIBLE3	120	4.89	1.262
TANGIBLE4	120	5.43	1.214
Valid N (listwise)	120		

2) RESPONSIVENESS

Descriptive Statistics			
	N	Mean	Std. Deviation
RESPONSIVE1	120	5.31	1.098
RESPONSIVE2	120	5.31	1.143
RESPONSIVE3	120	5.32	1.037
RESPONSIVE4	120	5.32	1.030
RESPONSIVE5	120	5.33	1.024
Valid N (listwise)	120		

3)RELIABILITY

Descriptive Statistics

	N	Mean	Std. Deviation
RELIABILITY1	120	5.23	1.027
RELIABILITY2	120	5.53	1.069
RELIABILITY3	120	5.45	1.011
RELIABILITY4	120	5.31	1.019
Valid N (listwise)	120		

4) ASSURANCE

Descriptive Statistics

	N	Mean	Std. Deviation
ASSURANCE1	120	5.53	1.004
ASSURANCE2	120	5.45	.986
ASSURANCE3	120	5.56	.986
ASSURANCE4	120	5.55	.960
Valid N (listwise)	120		

5) EMPATHY

Descriptive Statistics

	N	Mean	Std. Deviation
EMPATHY1	120	5.48	1.045
EMPATHY2	120	5.35	1.026
EMPATHY3	120	5.13	1.100
EMPATHY4	120	5.46	1.052
Valid N (listwise)	120		

6) STUDENT SATISFACTION

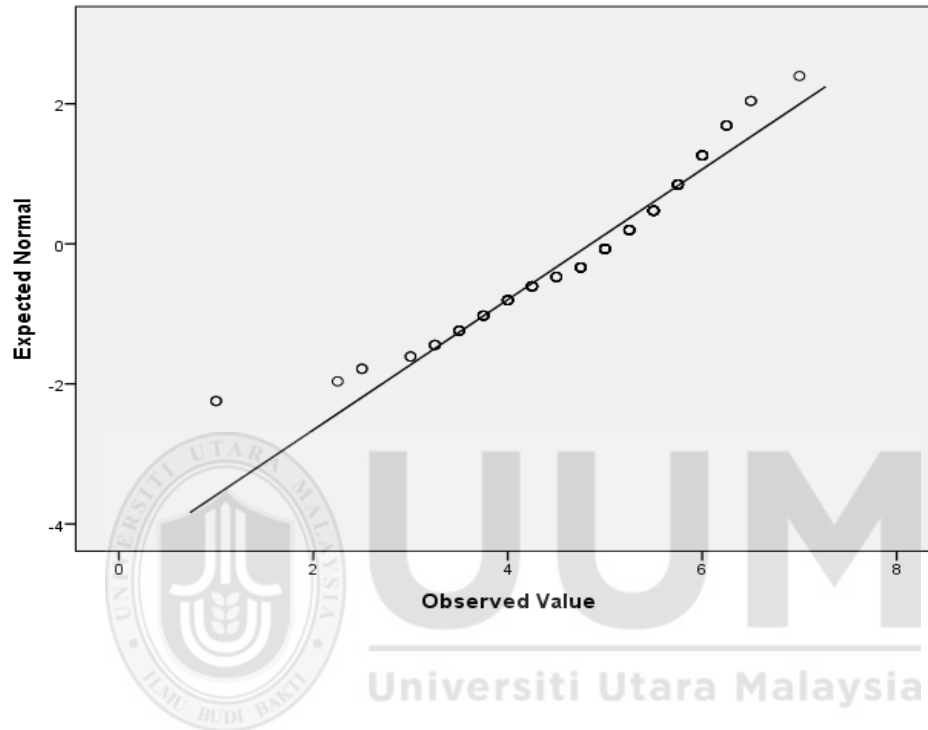
Descriptive Statistics

	N	Mean	Std. Deviation
SATISFACTION1	120	5.24	1.195
SATISFACTION2	120	5.65	.950
SATISFACTION3	120	5.47	1.077
SATISFACTION4	120	5.35	.857
SATISFACTION5	120	5.48	1.053
Valid N (listwise)	120		

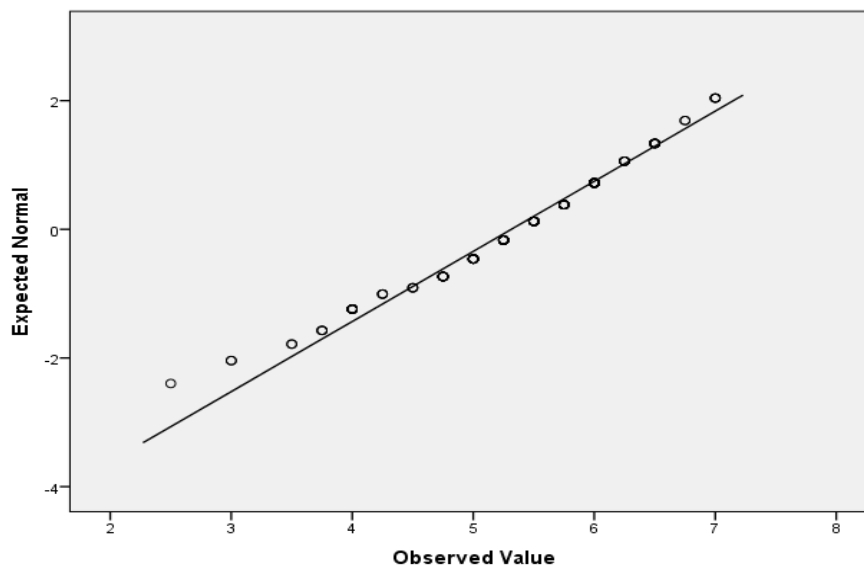
APPENDIX F

NORMALITY TEST

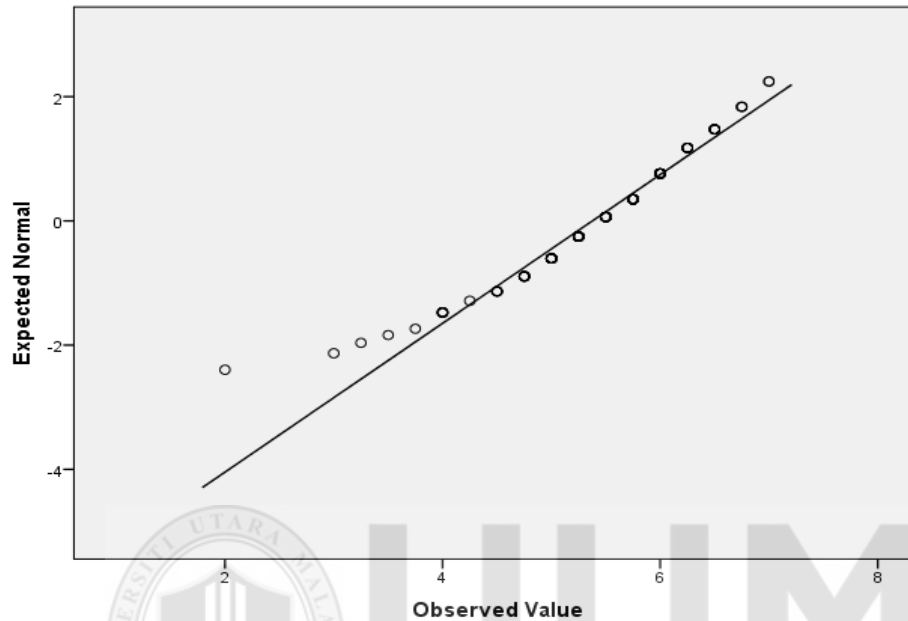
1) Tangible



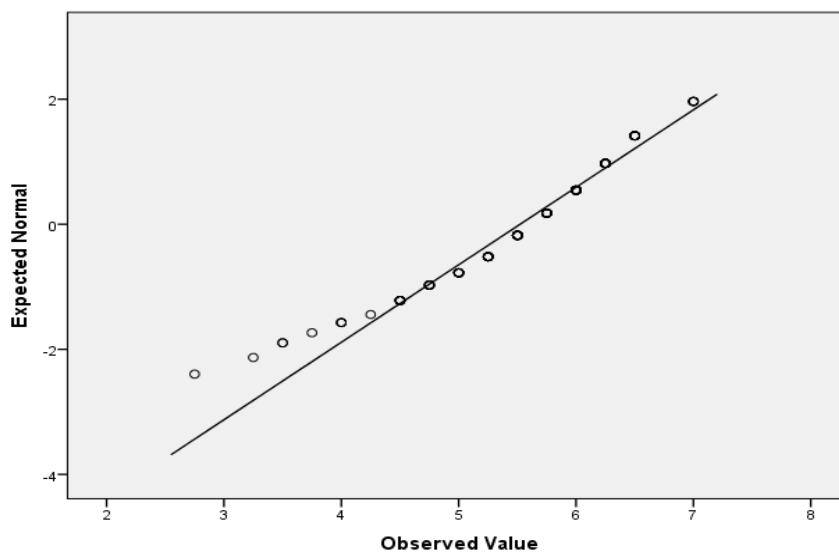
2) Responsiveness



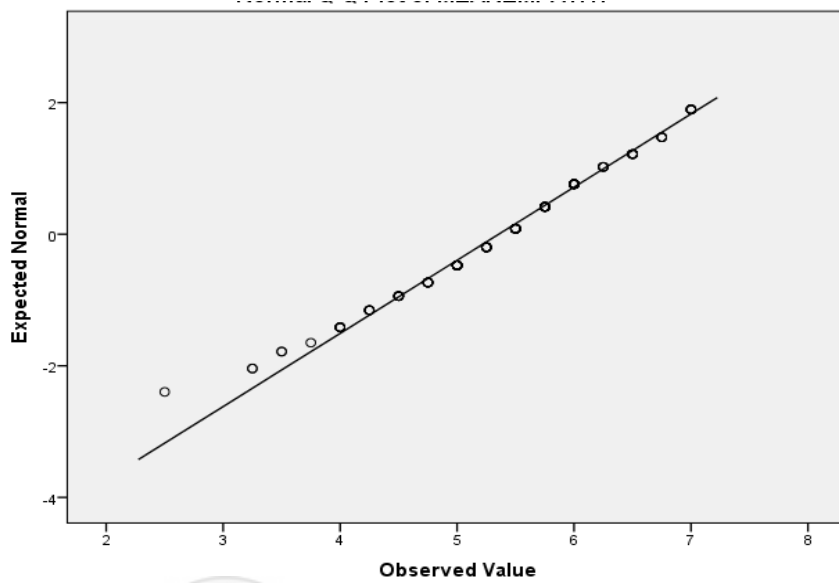
3) Reliability



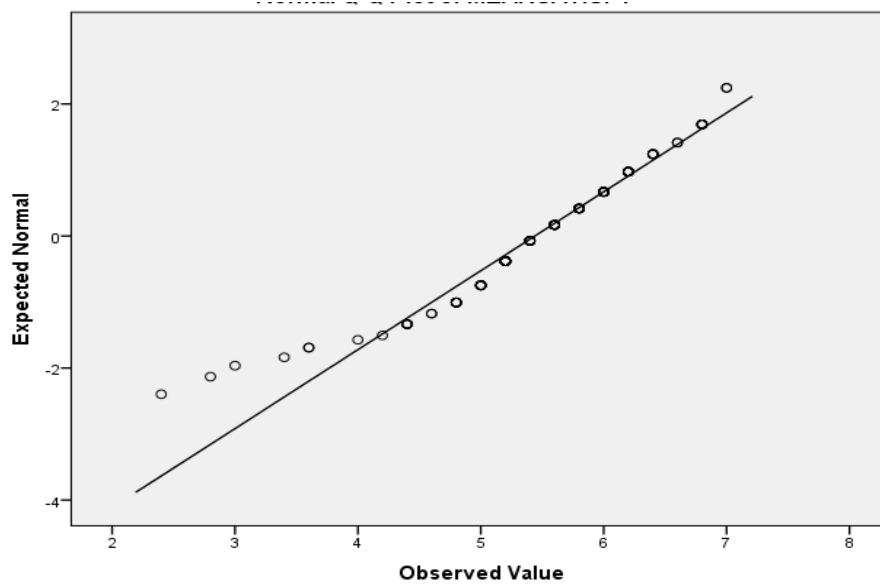
4) Assurance



5) Empathy



6) Student satisfaction



7) Skewness and Kurtosis

Variables	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
Tangible	-1.050	0.221	1.587	0.438
Responsiveness	-0.533	0.221	0.151	0.438
Reliability	-0.912	0.221	1.843	0.438
Assurance	-0.803	0.221	0.983	0.438
Empathy	-0.393	0.221	0.205	0.438
Student's satisfaction	-0.874	0.221	1.778	0.438



APPENDIX G **CORRELATION TEST**

		Correlations					
		MEANTANGI BLE	MEANRESPO NSIVE	MEANRELIA BILITY	MEANASSUR ANCE	MEANEMPATHY	MEANSATISFY
MEANTANGIBLE	Pearson Correlation	1	.620**	.466**	.436**	.520**	.667**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	120	120	120	120	120	120
MEANRESPONSIVE	Pearson Correlation	.620**	1	.736**	.681**	.689**	.714**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	120	120	120	120	120	120
MEANRELIABILITY	Pearson Correlation	.466**	.736**	1	.743**	.629**	.626**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	120	120	120	120	120	120
MEANASSURANCE	Pearson Correlation	.436**	.681**	.743**	1	.741**	.670**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	120	120	120	120	120	120
MEANEMPATHY	Pearson Correlation	.520**	.689**	.629**	.741**	1	.734**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	120	120	120	120	120	120
MEANSATISFY	Pearson Correlation	.667**	.714**	.626**	.670**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX H

MULTIPLE LINEAR REGRESSION

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 ^a	.689	.675	.47651

a. Predictors: (Constant), MEANEMPATY, MEANTANGIBLE, MEANRELIABILITY, MEANASSURANCE, MEANRESPONSIVE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.363	5	11.473	50.526	.000 ^b
	Residual	25.885	114	.227		
	Total	83.248	119			

a. Dependent Variable: MEANSATISFY

b. Predictors: (Constant), MEANEMPATY, MEANTANGIBLE, MEANRELIABILITY, MEANASSURANCE, MEANRESPONSIVE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.764	.321		2.381	.019
	MEANTANGIBLE	.243	.053	.313	4.621	.000
	MEANRESPONSIVE	.149	.085	.163	1.760	.081
	MEANRELIABILITY	.048	.089	.048	.545	.587
	MEANASSURANCE	.158	.096	.152	1.649	.102
	MEANEMPATY	.294	.079	.316	3.709	.000

a. Dependent Variable: MEANSATISFY